DOCUMENT RESUME

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ABSTRACT

The activity cards present supplementary ideas and resources related to economic education for use by classroom teachers in grades K-8. The main purpose of the cards is to encourage student discovery of basic economic and consumer concepts through activities which stress reading and writing skills. The 28 activities deal with a variety of basic concepts, including consumers, producers, diversity of goods and services, economists, wants and resources, labor, market economies, budgeting, economic choice, capital resources, competition, advertising, labeling, entrepreneurs, investment, supply and demand, and human resources. Each card outlines one topic (an economic idea) and suggests a related activity. Students create bulletin boards and dioramas, summarize ideas related to the topics, draw charts and graphs, take field trips to community stores and markets, define and illustrate terms on flash cards, simulate consumer roles, and write product reviews. Although appropriate grade levels are not designated for each activity, it is suggested that teachers use the cards with individual students, or duplicate the cards as worksheets for classroom studybooks. (Author/DB)

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Economics Can Be Elementary. 30 Jumbo Activity Cards for Teaching Reading/Writing Skills through Economics. Designed for Elementary and Middle School.

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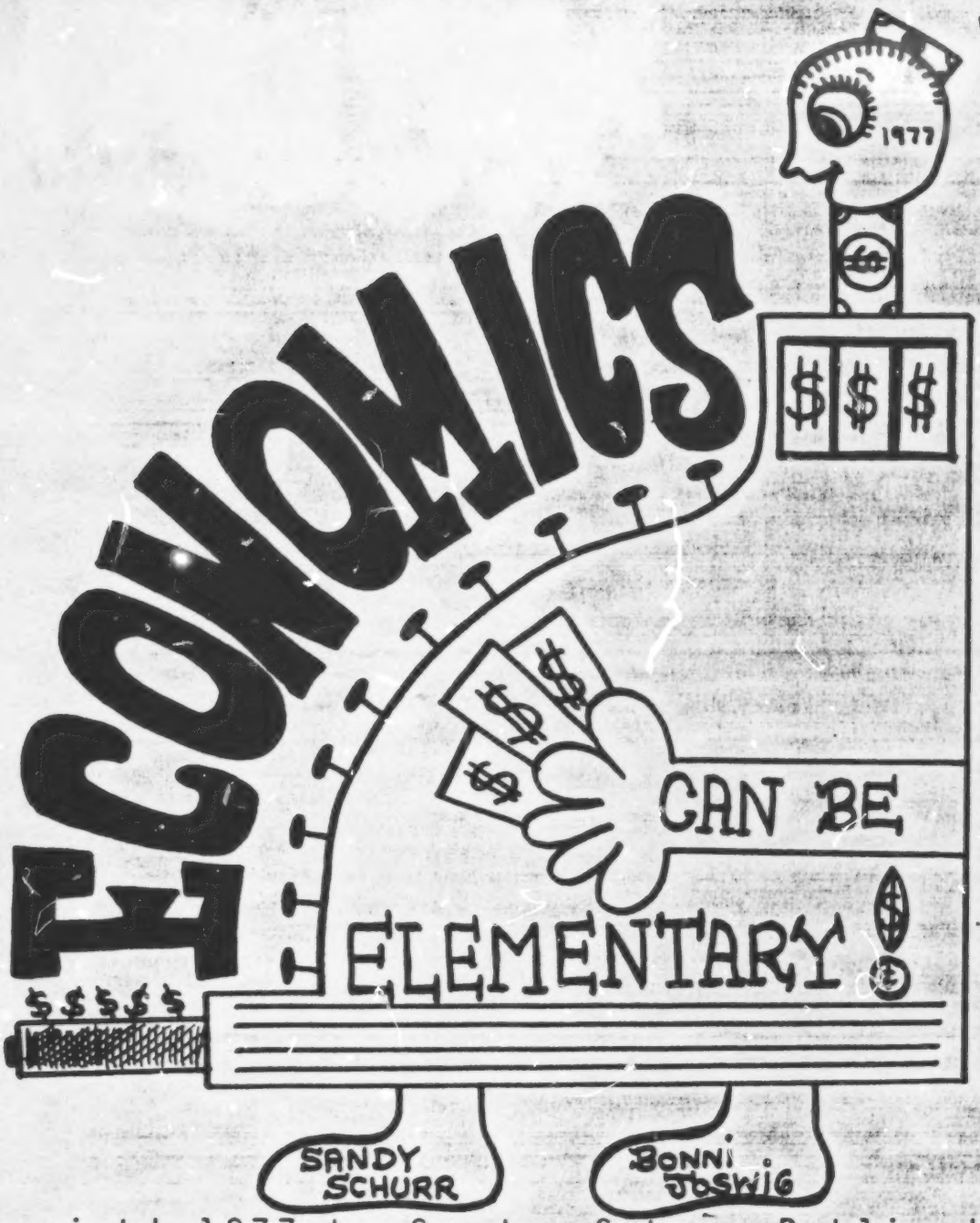

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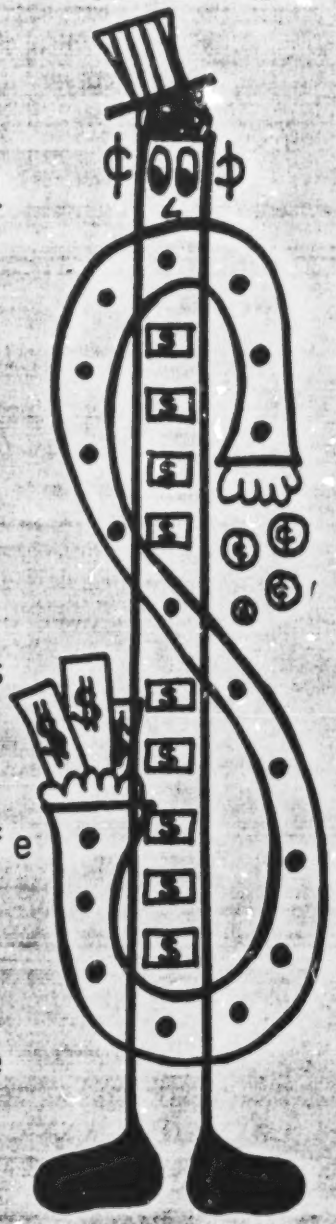


SUGGESTIONS FOR USE: These cards may be used with individuals or with a total class to teach a basic ECONOMICS UNIT for grades K-8. Laminate and use in Learning Centers as task cards or duplicate as worksheets for classroom studybooks.

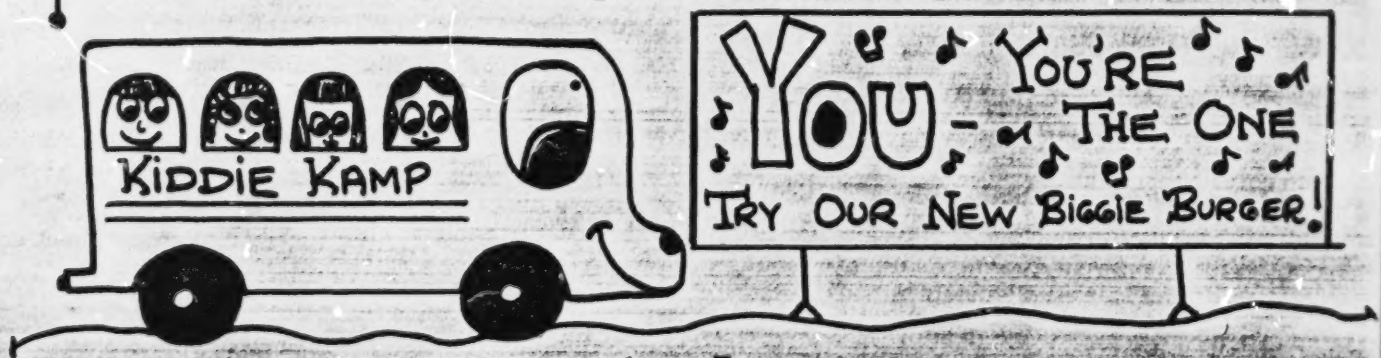
Everybody's A Consumer

AN ECONOMIC IDEA . . . . .

Everybody is a CONSUMER because a consumer is anyone who buys or uses up goods and services. Goods are products we need or want. Services are the jobs we pay someone else to do for us.

AN ACTIVITY TO TRY . . . . .

Make three mini-billboard dioramas----- one that shows pictures of things you use or buy often, one that shows things you use or buy once in a while, and the third that shows things you use or buy seldom. Study your finished dioramas and write a good paragraph that summarizes: Types of items that appear in each diorama; Diorama that has most and least expensive items; Diorama that has items used up most rapidly; Diorama that involves making the greatest decisions.



Producing Producers

AN ECONOMIC IDEA . . . .

A person who makes useful things or who does useful work is called a PRODUCER. A producer who makes useful things is a PRODUCER of GOODS. A producer who does useful work for others without making a product is a PRODUCER of SERVICES.

AN ACTIVITY TO TRY . . . . .

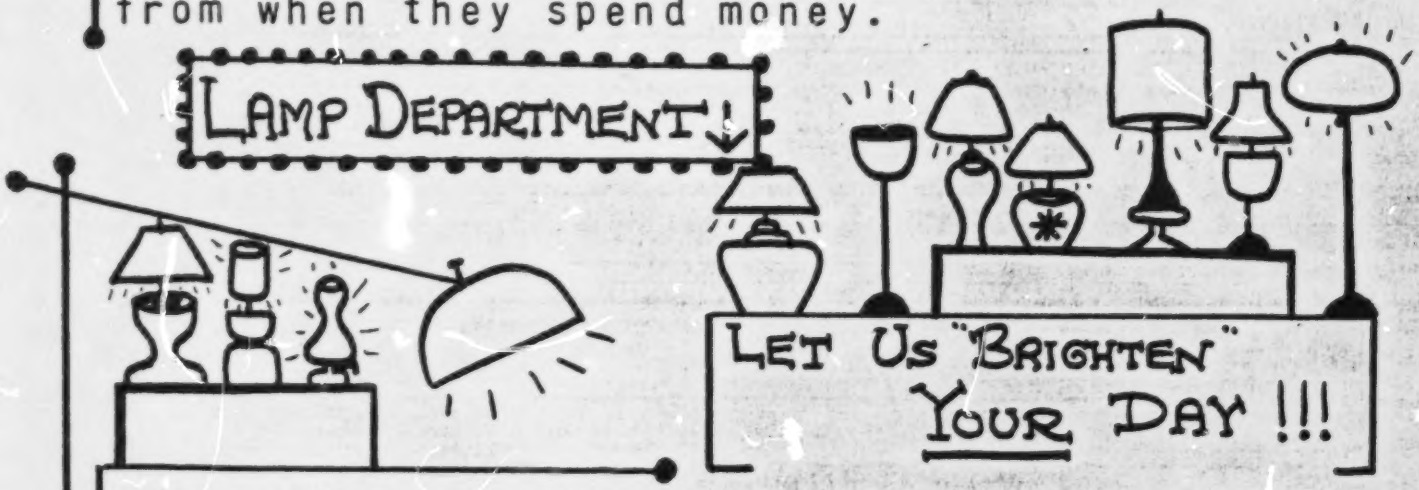
Choose any ten students in your class and write down their names and what their mom or dad or guardian does for a living. Decide whether these adults are producers of goods or producers of services. Set your work up in chart or graph form.

NAME	OCCUPATION	PRODUCER OF GOODS	PRODUCER OF SERVICES
SUSIE'S MOTHER	BEAUTICIAN		✓
SUSIE'S FATHER	BANKER		✓
JERRY'S FATHER	POTTERY ARTIST	✓	
TOM'S MOTHER	TEACHER		✓
TOM'S FATHER	AUTOMOTIVE ENGINEER	✓	

Something For Everyone

AN ECONOMIC IDEA . . . . .

In business, it is important to offer a DIVERSITY of goods and services to customers. People like a variety of products to choose from when they spend money.



AN ACTIVITY TO TRY . . . . .

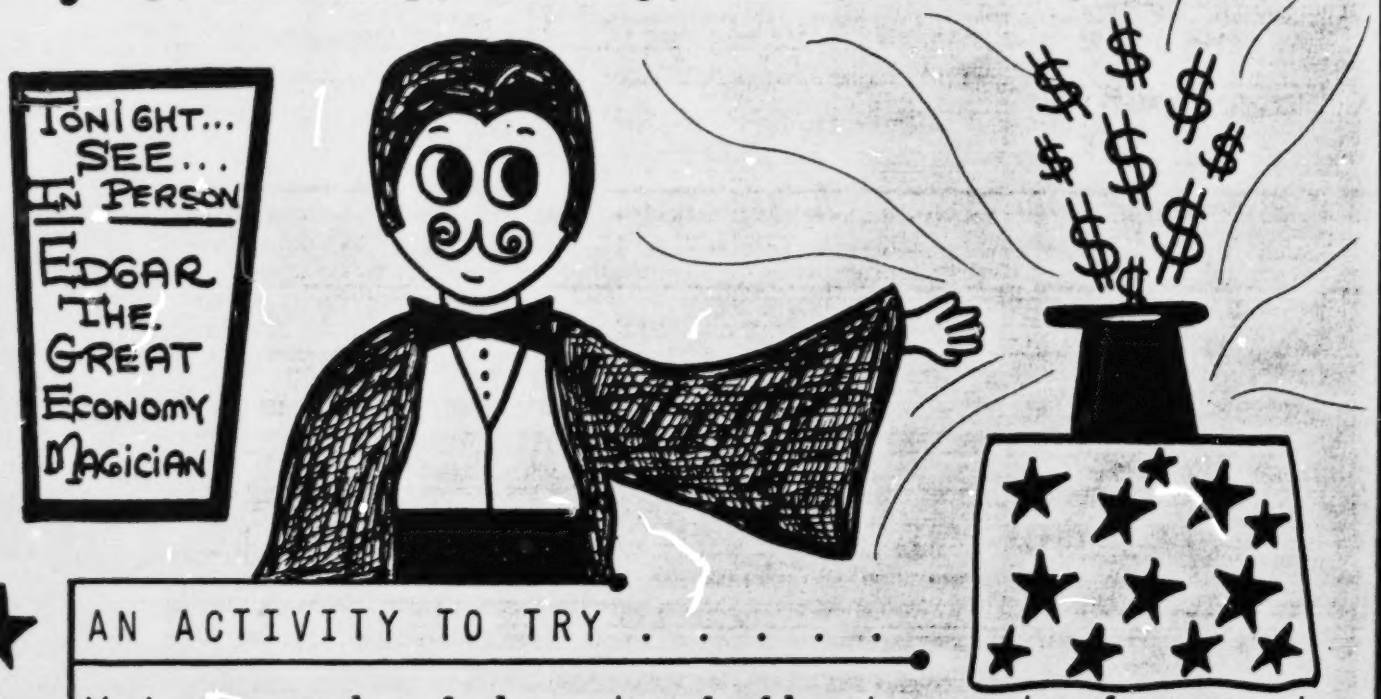
Visit a special department of a store in your community-----drug store, department store, or grocery store. Take notes on what you see by completing the sentences here:

1. The department I visited was . . .
2. The products sold were arranged by . . .
3. The goods were displayed in these ways . .
4. The prices ranged from . . . to . . .
5. The most unusual items for sale were . . .
6. The most popular selling item seemed to be . . .
7. The best buy was . . . because . . .
8. The worst buy was . . . because . . .

Be A Junior Economist

AN ECONOMIC IDEA . . . . .

An ECONOMIST is the name given to an expert on the buying and selling of goods and services. This person understands the meaning of many special economic ideas. Economists help us to control the magic world of spending, earning, saving, and producing.



AN ACTIVITY TO TRY . . . . .

Make a colorful set of flash cards for each of the following economic words. On one side of the card put the word. On the other side of the card put the definition and the word used correctly in a sentence. Add a simple picture where possible.

Competition, Consumer, Producer, Profit, Goods, Services, Capital, Natural Resources, Labor, Assembly Line, Economics, Market

ECONOMY

Unlimited Wants In A School

AN ECONOMIC IDEA . . . . .

Nobody has everything they desire because of limited funds, limited raw materials, limited supply, or limited production of an item. This is the idea of UNLIMITED WANTS and LIMITED RESOURCES.

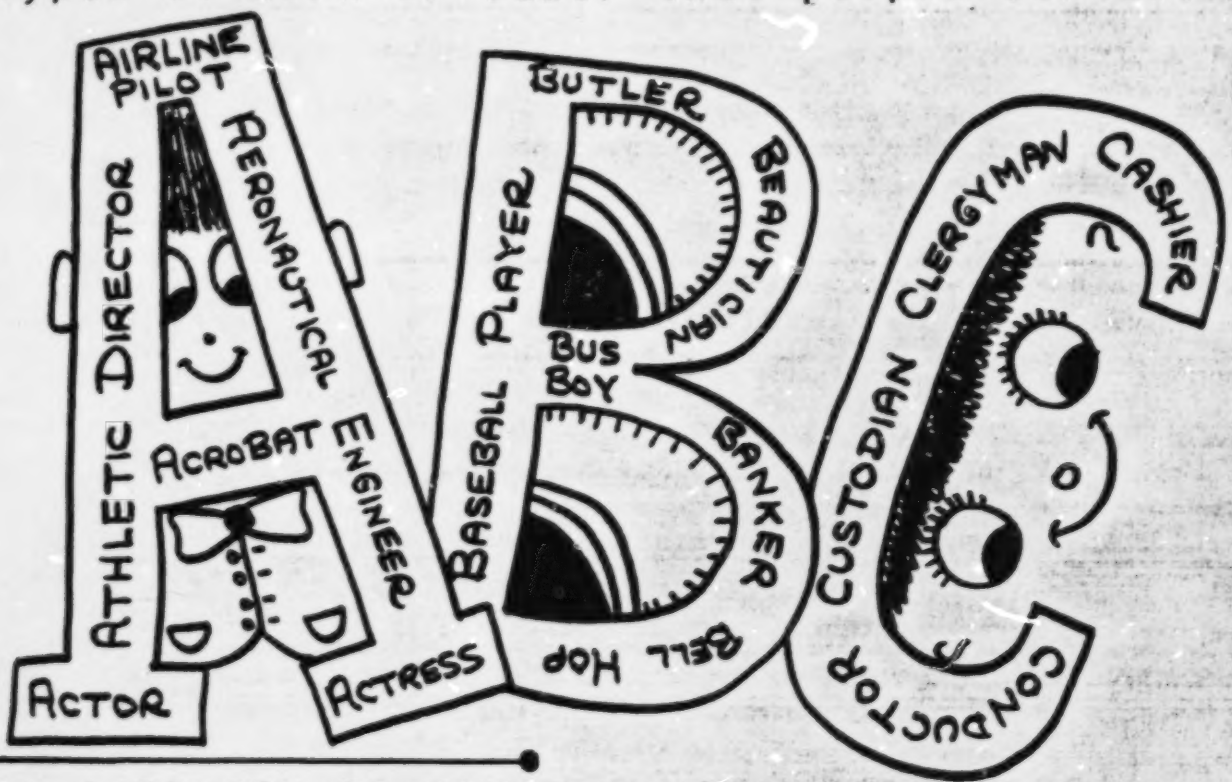
AN ACTIVITY TO TRY . . . . .

Pretend you have the freedom and money to design the perfect school. Choose one room or part of the school to create-----library, playground, gymnasium, cafeteria, classroom. Draw a simple floor plan or map of the area complete with labels and sizes. Then write a brief description of the details telling the subjects to be offered, the special equipment or materials to be available, and the unusual furniture or features to be included. Be able to explain why the perfect school as you have created it is not possible in real life.

Work Roles

AN ECONOMIC IDEA . . . . .

Most people have a need to work hard. All human work or effort is called LABOR and this includes a person's time, skills, and effort. There are over 22,000 different types of work or labor that people can do.



AN ACTIVITY TO TRY . . . . .

Get a large piece of paper and write out an Occupation Alphabet from A to Z. Write each letter down the side of the paper and try to come up with three jobs for each letter. Choose one job and think of many others that are related to it.

EXAMPLE: Airline Pilot (Air Controller, Stewardess, Ticket Seller)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

To Market To Market

AN ECONOMIC IDEA . . . . .

The U.S. has a MARKET ECONOMY. This means that buyers and sellers get together in various locations to buy and sell their goods and services. Most products can be sold in several different types of markets. Milk, for example, can be sold in: Dairies, Grocery Stores, Schools, and Restaurants.

AN ACTIVITY TO TRY . . . . .

See how many different places or markets you can think of where the following items might be sold. Try to name at least five possible markets for each item.

PAPERBACK BOOKS
ICE CREAM
FOOTBALLS
RECORDS

HINT: Use the Yellow Pages for ideas.

Budget For Better Buys

AN ECONOMIC IDEA . . . . .

A wise consumer makes many decisions on how to earn, save, and spend money. A BUDGET helps us to make wise economic choices. Budgets are simple outlines to help a person get the most for the money.

AN ACTIVITY TO TRY . . . . .

Pretend you have $50.00 to spend on holiday gifts for your friends and family. Set up a budget to help you decide what to buy. Make a list of people to buy for, some ideas of things you can buy them, and the amount of money you hope to spend for each item. Use the ads from a newspaper or catalog to do your shopping. Set your work up in some form . . . . . chart, picture, or dicrama.

DON'T GO OVER YOUR BUDGET.

Review A Product

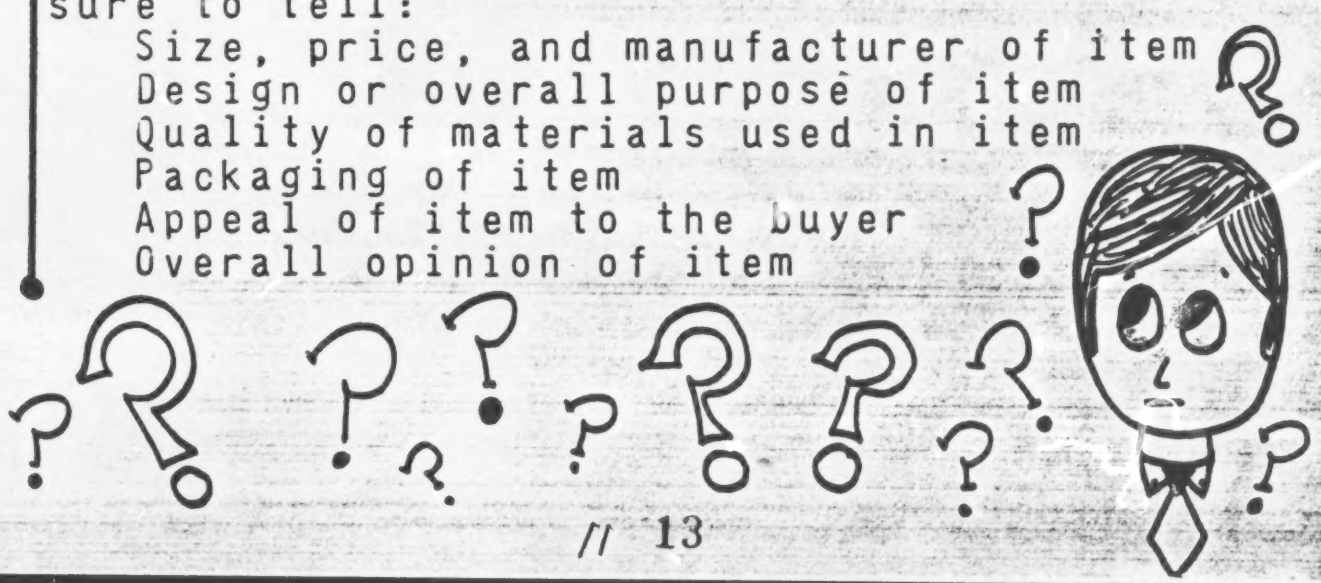
AN ECONOMIC IDEA . . . . .

Newspapers and magazines often help us to make wise economic choices when they publish PRODUCT REVIEWS. These reviews give us information and advice by telling the reader all the good and bad things about a certain item for sale on the market.

AN ACTIVITY TO TRY . . . . .

Choose a toy, game, or craft kit that you own. Write a product review about it making sure to tell:

- Size, price, and manufacturer of item
- Design or overall purpose of item
- Quality of materials used in item
- Packaging of item
- Appeal of item to the buyer
- Overall opinion of item



Creative Competition

AN ECONOMIC IDEA . . . . .

COMPETITION is a contest between businesses with each one trying to win the buyer's money. Business people compete through better prices, service, bargains, quality, advertising, variety, and packaging.

AN ACTIVITY TO TRY . . . . .

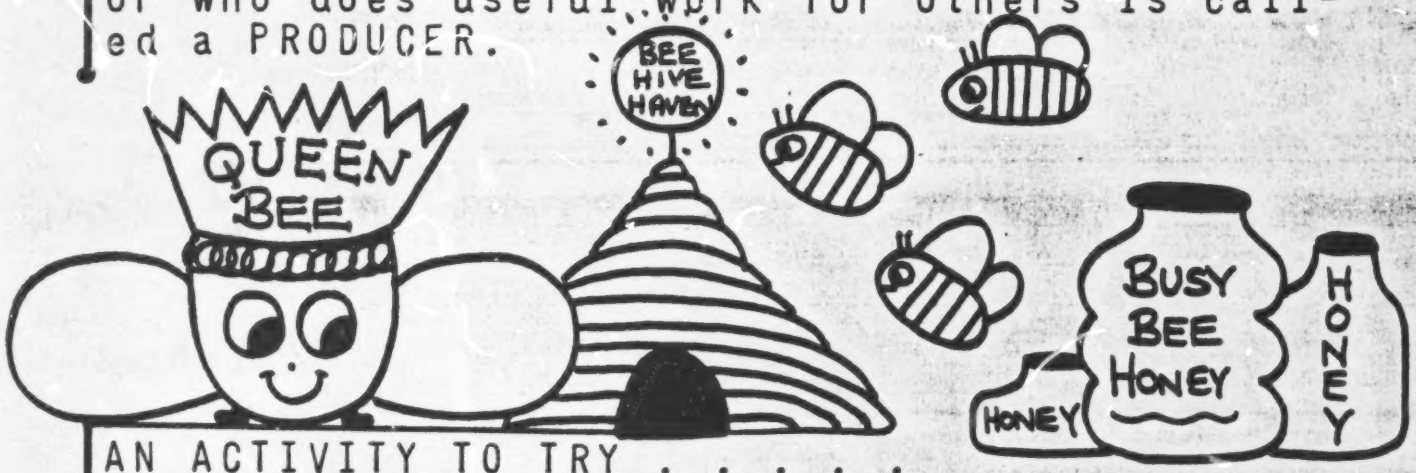
Pretend you own a store that sells toys and competes with another in the area. Make a set of large, colorful signs similar to the ones below only more creative, lively, and competitive.

THE TOY SHOP (Name)
PARKER BROS. SOLD HERE (Variety)
TOYS GUARANTEED (Quality)
BUY A TOY AND GET ANOTHER HALF PRICE (Sale)
FREE GIFT WRAP WITH $5.00 PURCHASE (Service)
BUY A TOY FOR A FAVORITE BOY (Slogan)

People Power

AN ECONOMIC IDEA . . . . .

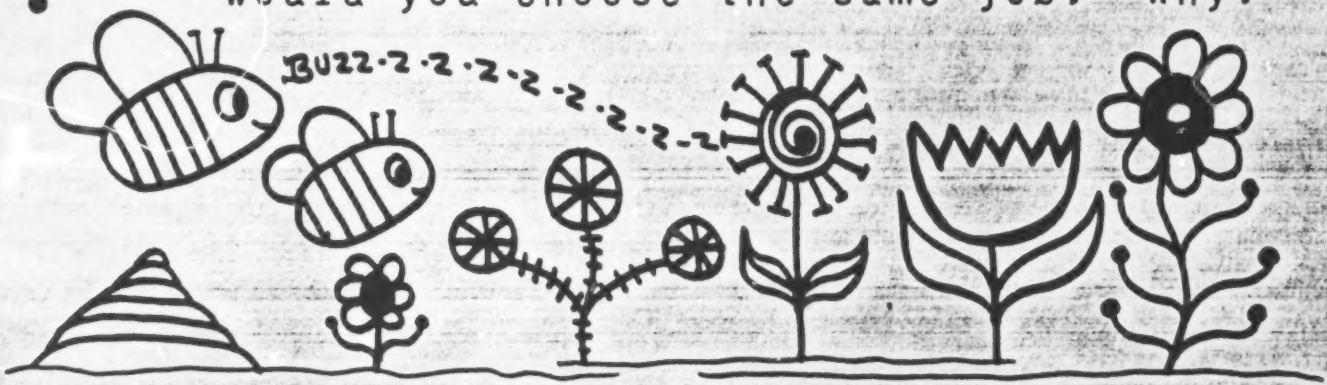
A person who makes useful things to sell or who does useful work for others is called a PRODUCER.



AN ACTIVITY TO TRY . . . . .

Choose an adult worker or producer to interview and ask the questions listed below. Share this information by preparing a one minute talk about the job and person you interviewed.

1. Why did you choose your job?
2. What skills or training do you need?
3. What do you like about your job?
4. What don't you like about your job?
5. What problems do you have to solve in your job?
6. If you had it to do all over again, would you choose the same job? Why?

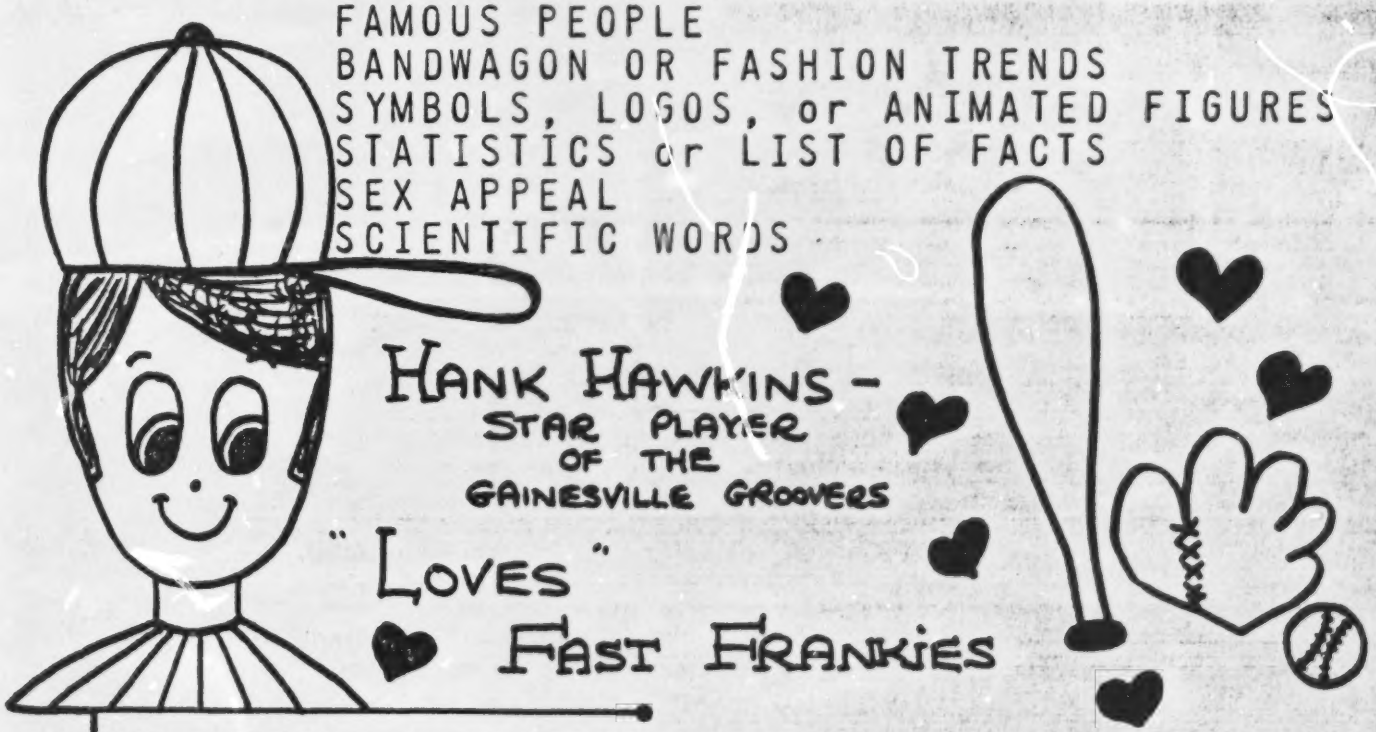


All About Ads

AN ECONOMIC IDEA . . . . .

People who design ads must be very creative and clever. They use different ADVERTISING GIMMICKS OR STRATEGIES in putting their ads or commercials together. These include:

SPECIAL OFFERS
PHOTOGRAPHS THAT ARE LIFE-LIKE
FAMOUS PEOPLE
BANDWAGON OR FASHION TRENDS
SYMBOLS, LOGOS, or ANIMATED FIGURES
STATISTICS or LIST OF FACTS
SEX APPEAL
SCIENTIFIC WORDS



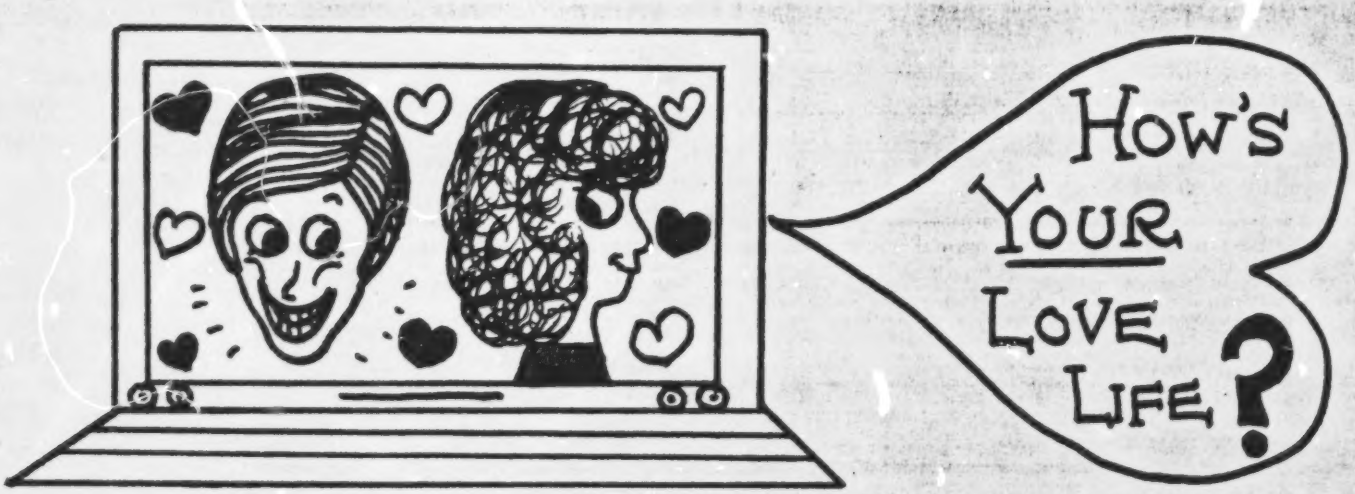
AN ACTIVITY TO TRY . . . . .

Collect ads for each of the categories listed above. Label them and display them in mobile or mural form.

Be An Ad Expert

AN ECONOMIC IDEA . . . . .

The main PURPOSE OF ADVERTISING is to create a demand for some product and get people to buy it. Advertising takes many forms----- newspaper/magazine ads, radio or TV commercials, mailings, or roadside billboards. The design of an ad is very important.



AN ACTIVITY TO TRY . . . . .

Choose a product to become an ad expert on--- toothpaste, cereal, detergent. Find as many ads as you can for that product and make these into a collage poster. Near each ad, rate its effectiveness in some way. Consider such things as its message, its color choices, its over-all design, its art work, its word choices, and its appeal to the average person.

An Ad With Appeal

AN ECONOMIC IDEA . . . . .

The WORLD OF ADVERTISING is very important because it provides some useful and necessary functions for our society. These are:

1. Make buyers aware of many products available
2. Sponsor television and radio programs
3. Pay part of costs for newspapers and magazines
4. Provide jobs and incomes for many people
5. Promote healthy competition between companies and businesses

AN ACTIVITY TO TRY . . . . .

Choose a single large and colorful magazine ad, cut it out, and mount it on drawing paper. Under the ad, answer these questions about it:

1. What product is being advertised?
2. How is the product being used or displayed?
3. According to the ad, how does the product benefit you?
4. What are the most important words or ideas in the ad?
5. How do color and pictures improve the ad?
6. List three guidelines you think were used in creating this ad.

Divide And Conquer

AN ECONOMIC IDEA . . . . .

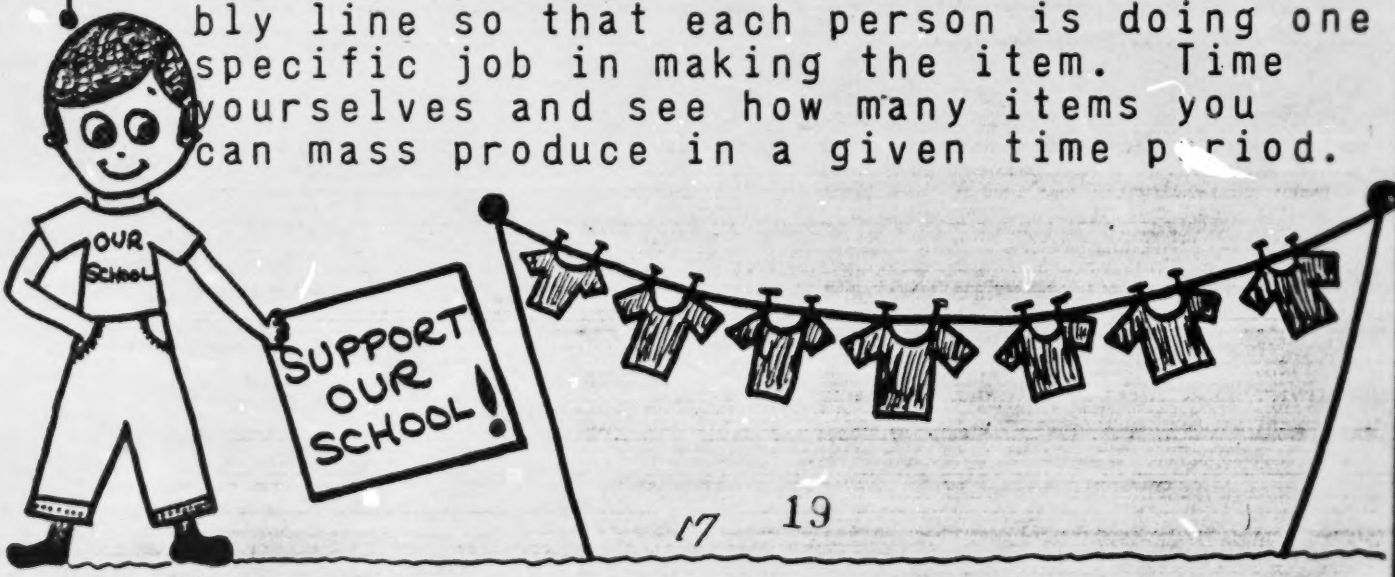
Man can produce more and better goods in less time and with less work through DIVISION of LABOR. That is, man can learn to do a specific job so well that he does become a specialist. This leads to much greater skill and efficiency in the producing of a product.

HAND PRINTED T-SHIRTS ONLY $2.00

AN ACTIVITY TO TRY . . . . .

Set up an assembly line to produce a product by following the steps listed below.

1. Choose a simple item to make from a craft or hobby book.
2. List the various steps or jobs necessary to make the item.
3. Find someone to do each job or step and have them practice it.
4. Gather materials for making several of the items.
5. Organize your group into a working assembly line so that each person is doing one specific job in making the item. Time yourselves and see how many items you can mass produce in a given time period.



Creating Clever Commercials

AN ECONOMIC IDEA . . . . .

Creating COMMERCIALS is very important and exciting work. Any TV ad is first put together in storyboard form. A story board is simply an outline on paper of what the ad will say and do. It has three main parts:

1. A drawing of what picture or figure will show on camera. This is drawn in a little box or square so that you have one box for each picture flashed on the screen.
2. A description of the action taking place. The description is a sentence or two written just beneath the picture box and is written in capital letters.
3. The actual lines of the announcer or the actors. These appear just below the description and are written as direct quotations.

AN ACTIVITY TO TRY . . .

Design a commercial of your own story board fashion. Ask yourself: What product am I selling? What characters will say and do to sell it? What are good things about my product? Is my theme funny or serious?

The Magic Label

AN ECONOMIC IDEA . . . . .

Any product for sale must have a LABEL to tell the buyer something about its content, care, or make-up. A wise shopper can learn about the quality of an item by studying this information on the label.

AN ACTIVITY TO TRY . . . . .

Compare the labels of two different brands for a product such as corn, cereal, or canned peaches. Note the following information for each: Company or brand name; Common name; Type of product; Contents by net weight; Size of container; Added ingredients; Cost; Serving instructions if any; and Company address. Summarize your findings in a good paragraph telling which brand is the best buy, the most nutritious, and has the most informative label. Then . . . . . create a new product for some food complete with an unusual package design, name, and label.

Ready Resources

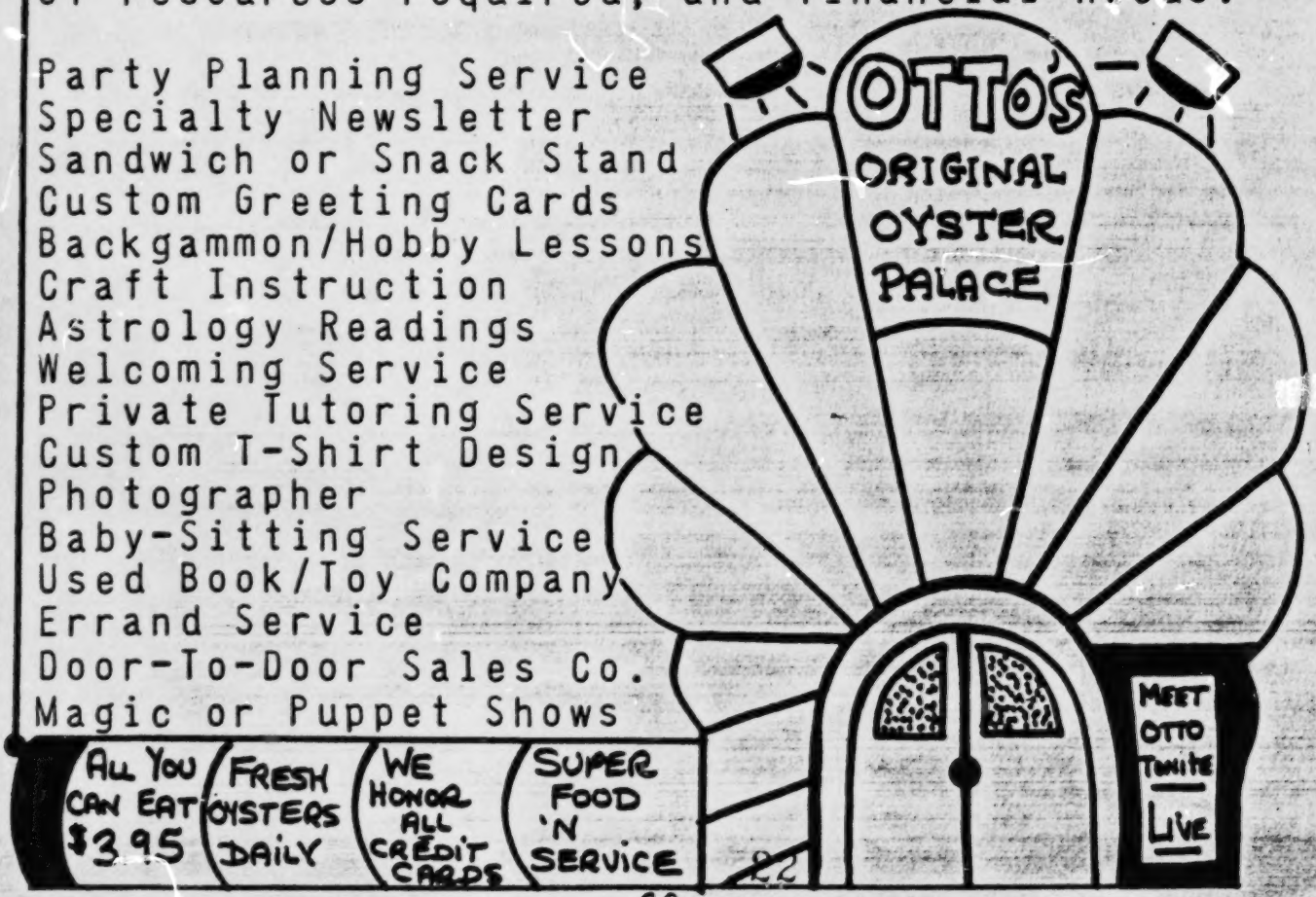
AN ECONOMIC IDEA . . . . .

An independent and small business person who owns and runs a simple operation or store is called an ENTREPRENEUR.

AN ACTIVITY TO TRY . . . . .

Choose an idea below and turn it into a "business of your own." Write up your plans in an attractive brochure making certain to include: Name of business, sign design, logo, location, business card sample, advertising program/samples, description of products/services offered, business hours/workers, list of resources required, and financial needs.

Party Planning Service
Specialty Newsletter
Sandwich or Snack Stand
Custom Greeting Cards
Backgammon/Hobby Lessons
Craft Instruction
Astrology Readings
Welcoming Service
Private Tutoring Service
Custom T-Shirt Design
Photographer
Baby-Sitting Service
Used Book/Toy Company
Errand Service
Door-To-Door Sales Co.
Magic or Puppet Shows



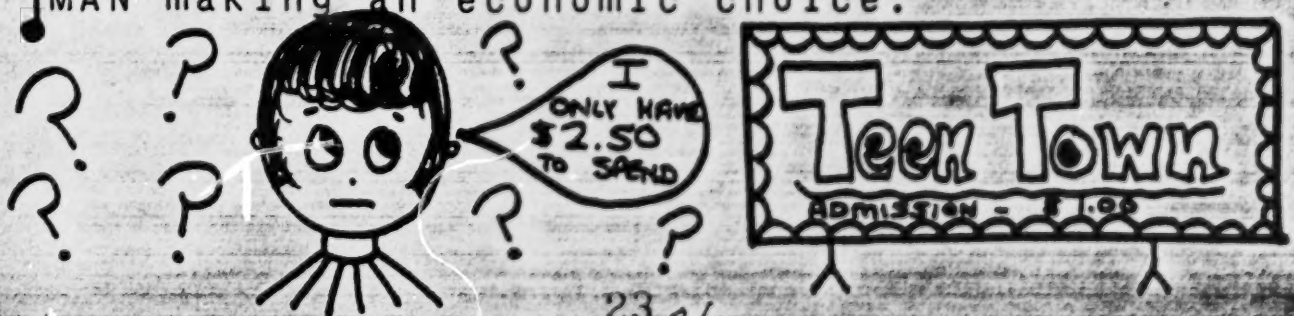
To Buy Or Not To Buy

AN ECONOMIC IDEA . . . . .

Because people cannot have everything they want, it is necessary to learn how to make WISE ECONOMIC CHOICES. Whenever someone makes an economic choice, that person is deciding to buy one thing over another and has good reasons for doing so.

AN ACTIVITY TO TRY . . . . .

On a large piece of manilla paper, divide it into six sections. Using magazine or newspaper pictures, find examples for each of the following situations: WOMAN making an economic choice; MAN making an economic choice; TEEN-AGER making an economic choice; SMALL CHILD making an economic choice; FAMILY making an economic choice; WORKER or BUSINESSMAN making an economic choice.



Variety Is The Spice Of Life

AN ECONOMIC IDEA . . . . .

A successful business provides a wide VARIETY OF GOODS AND SERVICES to its customers. Often the store's profit depends upon the many things it can offer people.

Bank-a-Bus

AN ACTIVITY TO TRY . . . . .

On a piece of paper answer these questions:

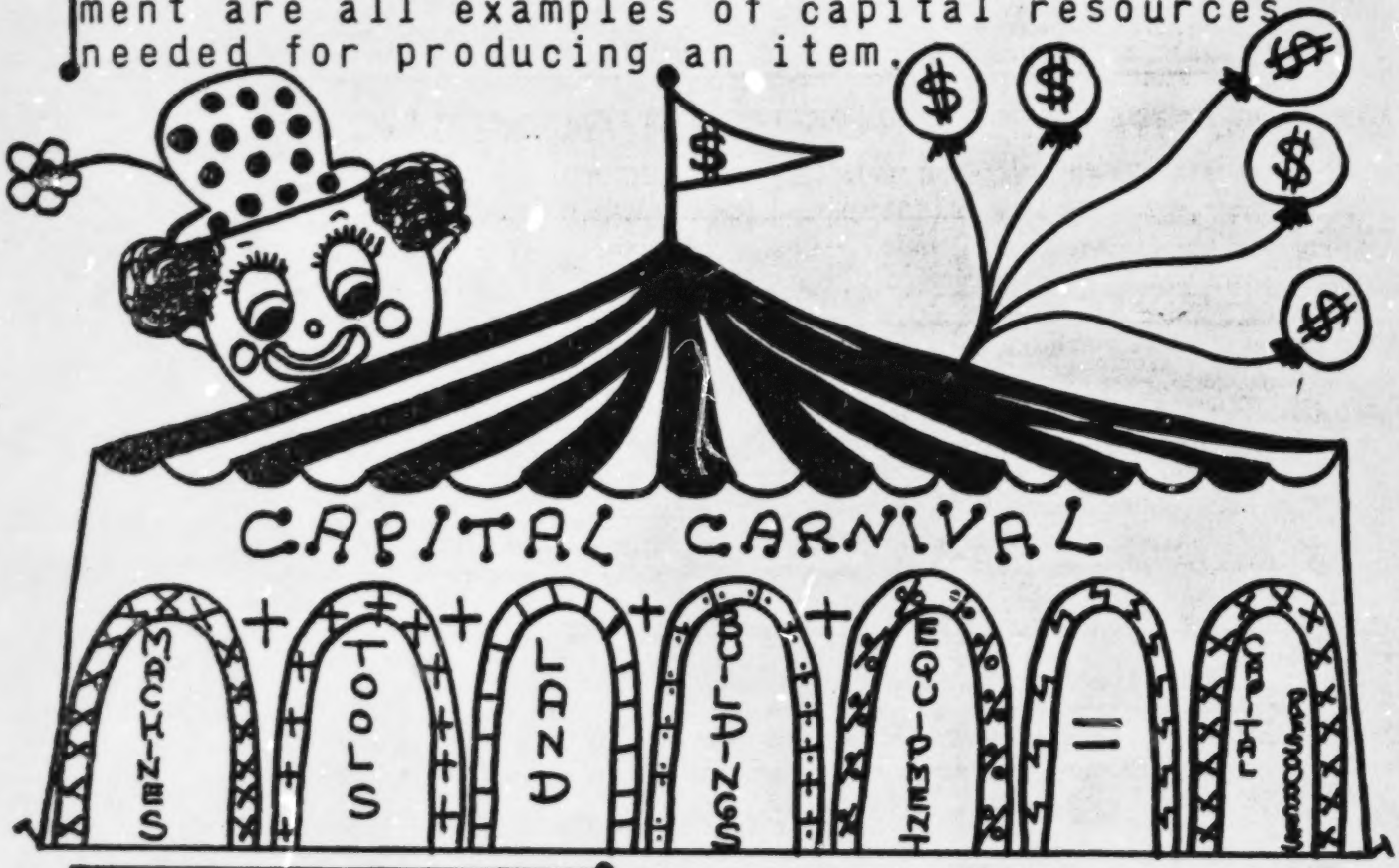
1. What many departments are found in a supermarket?
2. What many services are found in a supermarket?
3. What many machines or tools are found in a supermarket?

Now . . . invent a new product, service, or machine of the future. Describe it in a big advertisement or billboard design. Tell how it works, what it is used for, what special features it has, and how it saves time and energy. Draw its picture.

C ... Is For Capital

AN ECONOMIC IDEA . . . . .

CAPITAL RESOURCES are those things that help people produce other goods or services. Machines, tools, land, buildings, and equipment are all examples of capital resources needed for producing an item.



AN ACTIVITY TO TRY . . . . .

Decide on an unusual product or service to provide a customer. Design a Rube Goldberg invention or cartoon to show the many capital resources needed to make it possible. Tools, machines, equipment, and workers should all play a part in your Rube Goldberg creation.

How Wise Are You

AN ECONOMIC IDEA . . . . .

A WISE CONSUMER always thinks about several things before buying any product. These include: Price, Need, Quality, Use, Ecology, and Durability.

AN ACTIVITY TO TRY . . . . .

On a piece of paper divided into five columns, write down five things you would like to have as a birthday gift. Then answer these questions about each item to see which possible gift would be the best choice.

1. Do I need it and will I use it often?
2. Is it practical or do I want it because everybody else does?
3. Do I already have something much like it?
4. Is there a better product or another item I need more?
5. Can I make something like it for less money?
6. Can my family afford it?
7. Does producing it use up more raw materials than Earth can afford for what I'll get out of it?
8. How do I know it is a quality product?

Risk For Good Reason

AN ECONOMIC IDEA . . . . .

Every business person who opens up a new store must take several RISKS with the dollars to be INVESTED. Money is needed for a building in a good location, for advertising, for buying an inventory of items to be sold, for hiring of workers, and for special furniture or equipment.

AN ACTIVITY TO TRY . . . . .

Pretend you are opening up a new business. Make a booklet to show each of the following plans for your new store. Put each item on a separate page.

1. Sign for your store with its name
2. Window display showing some products you specialize in selling
3. List of services you provide customers
4. Design for shopping bag, box, or wrapping paper
5. Business card with logo
6. Floor plan of inside of store
7. Newspaper ad for opening of store
8. An unusual product you sell

Conducting A Poll

AN ECONOMIC IDEA . . . . . .

Business people need to know how customers feel about goods or services offered in their stores. Often POLLSTERS or trained interviewers are hired to discover how the buying public feels about a certain thing.

AN ACTIVITY TO TRY . . . . . .

Design a questionnaire to interview someone. You may want to find out:

1. Why people like to shop at a special store
2. What brand people prefer when buying a certain item
3. How people feel about certain shopping centers
4. What new products or services people would like to see available in a store

Now . . . . . conduct the interview and show your results in some way.

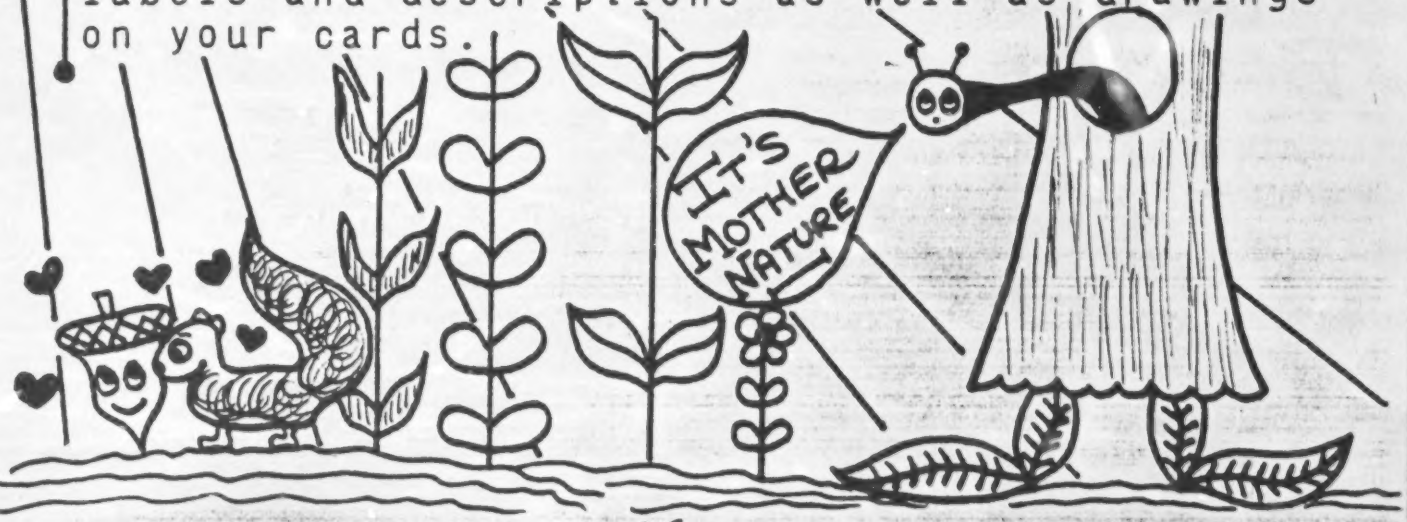
Economics And Mother Nature

AN ECONOMIC IDEA . . . . .

The type of work people do is largely determined by the materials supplied to them by Mother Nature. These NATURAL RESOURCES include minerals, forests, swamps, rivers, mountains, deserts, orchards, soil, wildlife, farmland, and vegetation.

AN ACTIVITY TO TRY . . . . .

Invent a new country with many natural resources. Design a colorful and informative set of post cards promoting your country including its name, location, size, natural resources, major cities, major products and businesses. Be sure to have labels and descriptions as well as drawings on your cards.



Up And Down Markets

AN ECONOMIC IDEA . . . . .

MARKETS are places where buyers and sellers get together to do business. A real estate office, a grocery store, or a service station are all special types of markets. Many markets depend upon one another. Something good or bad that happens in one market will also affect several other ones as well.

AN ACTIVITY TO TRY . . . . .

Study the mock headlines below. Then tell how each headline might affect each of the following markets, both good and bad.

HOUSING JOB TRUCK FLOUR
DEPARTMENT STORE

BUGS DESTROY WHEAT CROP

AUTO SALES UP 20%

Economic Laws And You

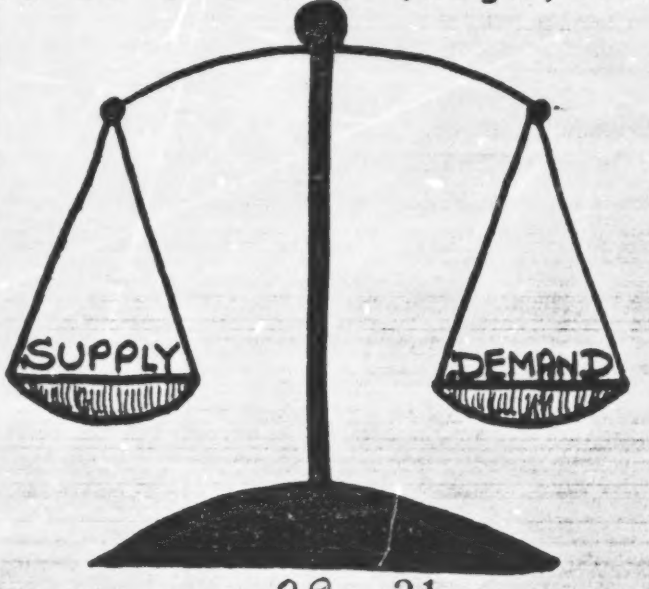
AN ECONOMIC IDEA . . . . .

The price of an item depends on the LAW OF SUPPLY AND DEMAND. The more people want to buy something, the higher the price and the less people want to buy something, the lower the price. This is called the LAW OF DEMAND. In the same way, the more of an item the producer makes to sell, the lower the price and the less of an item the producer is able to make, the higher the price will be. This is called the LAW OF SUPPLY.

AN ACTIVITY TO TRY . . . . .

Read and complete the blanks in the short paragraph below. Then make up some similar ones of your own to try on your classmates.

Killer insects a[illegible]acked key forest areas this year and destroyed many trees. The price of lumber will be . . . .(high,low) because the supply is . . . .(high,low) and the demand is . . . . (high,low).

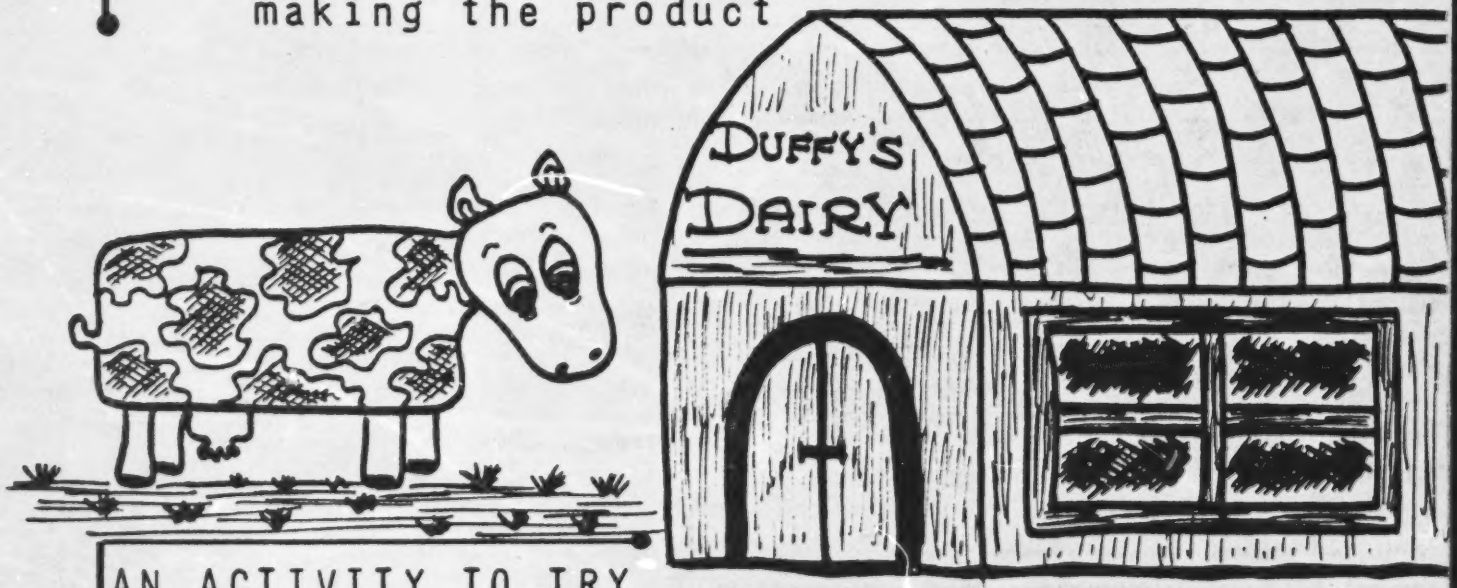


It's All Up To You

AN ECONOMIC IDEA . . . . .

Three basic types of RESOURCES are needed to produce a product. These include:

1. RAW MATERIALS or natural materials that come from the plant, ground, or animal
2. CAPITAL RESOURCES or things needed to produce a product such as land, tools, machines, buildings, or equipment
3. HUMAN RESOURCES or items relating to the worker including time, knowledge, skill and experience of those actually making the product



AN ACTIVITY TO TRY . . . . .

Design a simple diagram or flow chart to show how some product is made from scratch. Be sure to show all types of resources used in its production.